

COMERS!

in **CINECOLOR**

HEAR
AUTRY SING
5 GREAT
SONGS!

COLUMBIA PICTURES
presents

**GENE
AUTRY**
and CHAMPION

The
**STRAWBERRY
ROAN**

with
Gloria HENRY • Jack HOLT
Dick JONES • Pat BUTTRAM
A Gene Autry Production

Screenplay by Dwight Cummins and Dorothy Yost
Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER

Ad Mat No. 104—57 Lines

**THE WILD HORSE COUNTRY
HURLS AUTRY HIS GREATEST
CHALLENGE!**

in **CINECOLOR**

COLUMBIA PICTURES
presents

GENE AUTRY
and CHAMPION

The
**STRAWBERRY
ROAN**

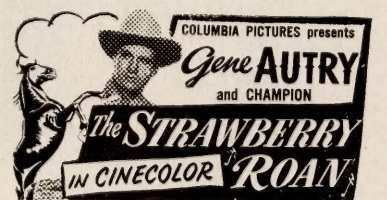
with
Gloria HENRY • Jack HOLT • Dick JONES • Pat BUTTRAM
A Gene Autry Production

Screenplay by Dwight Cummins and Dorothy Yost • Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER

86-Line Ad Mat No. 204—2 Cols. x 43 Lines



28-Line Ad Mat No. 201—2 Cols. x 14 Lines



Ad Mat No. 101—14 Lines

"HORSES...like people...
need a lot of lovin'"

Autry tames an
outlaw stallion...
and a fearless girl!

IT'S
THE
FIRST
AUTRY
COLOR
PICTURE

AUTRY
SINGS
5 GREAT
SONG
HITS!

COLUMBIA
PICTURES presents

GENE AUTRY
and his famous horse, **CHAMPION**

The
**STRAWBERRY
ROAN**

with
GLORIA HENRY • JACK HOLT • DICK JONES • PAT BUTTRAM

Screenplay by Dwight Cummins
and Dorothy Yost
Directed by
JOHN ENGLISH
Produced by
ARMAND SCHAEFER
A Gene Autry Production

in **CINECOLOR**

294-Line Ad Mat No. 303—3 Cols. x 98 Lines

*Tame the Strawberry Roan,
Gene!*

A kid's life...
a girl's happiness...
depend on it!

IT'S
THE FIRST
AUTRY
COLOR
PICTURE

COLUMBIA PICTURES
presents

GENE AUTRY
and his famous horse,
CHAMPION

The
**STRAWBERRY
ROAN**

with
GLORIA HENRY
JACK HOLT
DICK JONES
PAT BUTTRAM

Screenplay by
Dwight Cummins and Dorothy Yost
Directed by JOHN ENGLISH
Produced by ARMAND SCHAEFER
A Gene Autry Production

IN
CINECOLOR

246-Line Ad Mat No. 301—3 Cols. x 82 Lines



**AUTRY
TAKES ON
ALL COMERS**
to save an
outlaw
horse!

in CINECOLOR

COLUMBIA PICTURES presents
Gene AUTRY
and his famous horse, **CHAMPION**
*The STRAWBERRY
ROAN*

with
Gloria HENRY • Jack HOLT • Dick JONES • Pat BUTTRAM
Screenplay by Dwight Cummins and Dorothy Yost
Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER
A Gene Autry Production

HEAR
AUTRY SING
5 GREAT
SONGS!

148-Line Ad Mat No. 206—2 Cols. x 74 Lines

**AUTRY TAKES
ON ALL
COMERS**
to
save an
outlaw
horse!

in CINECOLOR

COLUMBIA PICTURES
presents
GENE AUTRY
and his famous horse,
CHAMPION
*The STRAWBERRY
ROAN*

with
GLORIA HENRY
JACK HOLT
DICK JONES
PAT BUTTRAM
A Gene Autry Production

AUTRY SINGS 5
GREAT SONGS!

Screenplay by Dwight Cummins and Dorothy Yost
Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER

Ad Mat No. 107—100 Lines

**Four-footed
fury!
Two-fisted
daring!**

in CINECOLOR

AUTRY
SINGS
5 SONGS!

COLUMBIA PICTURES presents
Gene AUTRY
and **CHAMPION**
*The STRAWBERRY
ROAN*

with
Gloria HENRY • Jack HOLT • Dick JONES • Pat BUTTRAM
Screenplay by Dwight Cummins and Dorothy Yost
Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER
A Gene Autry Production

Ad Mat No. 106—83 Lines

194-Line Ad Mat No. 208—2 Cols. x 97 Lines

Official Billing	
COLUMBIA PICTURES	25%
presents	
GENE AUTRY	100%
and CHAMPION	25%
in	
THE STRAWBERRY ROAN	100%
in CINECOLOR	50%
with	
Gloria HENRY • Jack HOLT • Dick JONES • Pat BUTTRAM	25%
Screenplay by Dwight Cummins and Dorothy Yost	10%
Directed by JOHN ENGLISH	15%
Produced by ARMAND SCHAEFER	
A Gene Autry Production	10%

**THE WILD HORSE
COUNTRY HURLS
AUTRY HIS
GREATEST
CHALLENGE!**



The screen's mightiest
drama of a stallion outlaw
... a plucky kid ...
a gallant girl!

**IT'S THE
FIRST AUTRY
COLOR
PICTURE**

in CINECOLOR

COLUMBIA PICTURES presents

GENE AUTRY

and his famous horse, CHAMPION

**The STRAWBERRY
ROAN**

with
Gloria Jack Dick Pat
HENRY · HOLT · JONES · BUTTRAM
Screenplay by Dwight Cummins and Dorothy Yost
Directed by Produced by
JOHN ENGLISH · ARMAND SCHAEFER
A Gene Autry Production

AUTRY SINGS 5 GREAT SONGS!



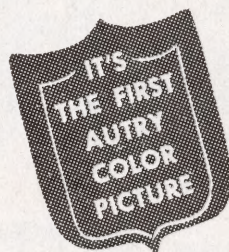
382-Line Ad Mat No. 209—2 Cols. x 191 Lines

COLUMBIA PICTURES presents
Gene AUTRY
and CHAMPION
**The STRAWBERRY
ROAN**

with
Gloria Jack Dick Pat
HENRY · HOLT · JONES · BUTTRAM
Screenplay by Dwight Cummins and Dorothy Yost
Directed by Produced by
JOHN ENGLISH · ARMAND SCHAEFER
A Gene Autry Production



**IT'S
THE
FIRST
AUTRY
COLOR
PICTURE**



in CINECOLOR

Gene AUTRY
and CHAMPION
**The STRAWBERRY
ROAN**

**IT'S
THE
FIRST
AUTRY
COLOR
PICTURE**

**The STRAWBERRY
ROAN**

**AUTRY
SINGS
5 SONGS!**

Gene AUTRY
and CHAMPION

in CINECOLOR



**The STRAWBERRY
ROAN**



GENE AUTRY
and CHAMPION

Hear Autry Sing
The Strawberry Roan
When the White Roses Bloom
in Red River Valley
The Angel Song
Can't Shake the Sands of Texas
From My Shoes
Texas Sandman



in CINECOLOR



Gene AUTRY
and CHAMPION



GENE AUTRY
and his famous horse,
CHAMPION

**The STRAWBERRY
ROAN**

THEATRE

STARTS TOMORROW!

GREATER than any manhunt ...

this furious chase of a wild outlaw stallion ... branded as a killer!

in CINECOLOR

COLUMBIA PICTURES presents

Gene AUTRY
and CHAMPION

The STRAWBERRY ROAN

with GLORIA HENRY • JACK HOLT • DICK JONES • PAT BUTTRAM

Screenplay by Dwight Cummins and Dorothy Yost
Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER • A Gene Autry Production

HEAR AUTRY SING
The Strawberry Roan
The Angel Song
Texas Sandman
and others

297-Line Ad Mat No. 302—3 Cols. x 99 Lines

Starts TODAY

THEATRE

A Great Horse Story!
A Great Heart Story!

IN CINECOLOR

COLUMBIA PICTURES presents

GENE AUTRY
and his famous horse, CHAMPION

The STRAWBERRY ROAN

with GLORIA HENRY • JACK HOLT • DICK JONES • PAT BUTTRAM

Screenplay by Dwight Cummins and Dorothy Yost
Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER • A Gene Autry Production

198-Line Ad Mat No. 207—2 Cols. x 99 Lines

THEATRE

in CINECOLOR

COLUMBIA PICTURES presents

GENE AUTRY
and CHAMPION

The STRAWBERRY ROAN

GLORIA HENRY • JACK HOLT • DICK JONES • PAT BUTTRAM

Screenplay by Dwight Cummins and Dorothy Yost
Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER • A Gene Autry Production

HELD OVER 2nd Big WEEK

100-Line Ad Mat No. 205—2 Cols. x 50 Lines

THEATRE

in great outdoor CINECOLOR!

GENE AUTRY
and CHAMPION

The STRAWBERRY ROAN

with GLORIA HENRY • JACK HOLT • DICK JONES • PAT BUTTRAM

A Gene Autry Production

Ad Mat No. 103—42 Lines

THEATRE

LAST 2 DAYS

STARTS THURS.

COLUMBIA PICTURES presents

GENE AUTRY
AND CHAMPION

The STRAWBERRY ROAN
in CINECOLOR

with GLORIA HENRY • JACK HOLT
DICK JONES • PAT BUTTRAM

A Gene Autry Production
Screenplay by Dwight Cummins and Dorothy Yost
Directed by JOHN ENGLISH
Produced by ARMAND SCHAEFER

AUTRY SINGS 5 SONGS!

Ad Mat No. 105—71 Lines

NOW!

THEATRE

MIGHTIEST DRAMA OF A STALLION OUTLAW!

COLUMBIA PICTURES presents

Gene AUTRY
and CHAMPION

The STRAWBERRY ROAN
in CINECOLOR

with GLORIA HENRY • JACK HOLT • DICK JONES • PAT BUTTRAM

A Gene Autry Production
Screenplay by Dwight Cummins and Dorothy Yost • Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER

72-Line Ad Mat No. 203—2 Cols. x 36 Lines

THESE SIX SPECIAL ADS ARE DESIGNED TO FIT EVERY INDIVIDUAL SITUATION!

'Strawberry Roan' In Cinecolor, Best Film Autry Made

Gene Autry takes on all comers to save an outlaw horse in his latest Western adventure, "The Strawberry Roan," which came to the Theatre yesterday, and in this reviewer's opinion, America's favorite singing cowboy has never been better.

But although the star and his famous horse, Champion, in the title role, come in for the major honors in this fast-moving, outdoor drama, everyone connected with the production deserves special words of praise. The acting, photography (filmed in vibrantly-hued Cinecolor), screenplay writing and direction all combine to make "The Strawberry Roan" a "must" on every movie-goers' list.

In supporting roles are lovely Gloria Henry, veteran character actor Jack Holt, Dick Jones ("Henry Aldrich" of radio fame) and Pat Buttram, comedian recently heard on the Phil Harris-Alice Faye program.

The Dwight Cummins-Dorothy Yost screenplay tells of the capture of a magnificent wild stallion by the cowboys of the Bar-B ranch, owned by Walt Bailey (Jack Holt). When his son Joe (Dick Jones) tries to "break" the horse, he is thrown and thought to be crippled for life. Bailey orders the stallion shot, but Autry, ranch foreman, allows the animal to escape. The furious Bailey declares them both outlaws and posts a reward for their seizure.

Autry learns that Joe has no interest in life now that he has lost the roan. The cowboy determines to gentle the animal and give him to the kid. But only by quick-thinking, and two-fisted daring does Autry avoid the gun-crazed posses sent after him. He is finally able to bring young Joe around by allowing him to ride on the tamed roan, and the stubborn Bailey acknowledges his mistake.

Skillfully woven into the plot are several song numbers which Autry warbles in his easy, nonchalant style.

Outlaw Stallion

More exciting than any man-hunt is the furious chase of a wild outlaw stallion who was branded a killer in Columbia's Cinecolor outdoor drama, "The Strawberry Roan," currently playing at the Theatre. Gene Autry stars, with his famous horse, Champion, playing the title role.



Strawberry Roan Mat 2-D; Prod. Still No. 65

Too late to get his gun, Gene Autry is trapped by desperadoes in Columbia's "The Strawberry Roan." Currently at the Theatre, the film, Autry's first in color, also features the star's famous horse, Champion.

Autry's New Film An Exciting Story Of Wild Stallion

Columbia's new Gene Autry starrer, "The Strawberry Roan," will be the next attraction at the Theatre, opening there on According to word-of-mouth publicity, Autry's latest seems to be an ideal treat for every member of the family.

It's all about a wild outlaw stallion, branded a killer, and the man who took on all comers to win justice for the noble animal. Advance reports indicate that "The Strawberry Roan" lives up to Autry's reputation for delivering excitement-packed, clean-cut Western adventure yarns combined with homespun comedy and melodious prairie ballads.

In this picture, the singing cowboy's famous horse, Champion, almost takes the spotlight away from his master. For he is the roan of the title, and the whole action is centered around him. An added factor in Champ's favor is that the film was shot in magnificent outdoor Cinecolor.

Important supporting roles are played by lovely Gloria Henry, veteran actor Jack Holt, Dick Jones (one-time Henry Aldrich of radio fame) and Pat Buttram, famous radio comedian.

The Dwight Cummins-Dorothy Yost screenplay tells of the capture of the roan, his throwing of the youngster who tries to "break" him and the killer brand he gets as a result. Autry allows him to escape, hoping to gentle him and then becomes an outlaw himself. How the two finally prove their true worth is said to be thrilling screenfare, and an experience not to be missed.

John English directed the Gene Autry production; Armand Schaefer produced.

(Opening Notice)

Autry Coming Soon In 'Strawberry Roan'

Columbia's Gene Autry starrer, "The Strawberry Roan," will open on at the Theatre. Filmed in Cinecolor, the picture also stars the singing cowboy's famous horse, Champion, in the title role, and features Gloria Henry, Jack Holt, Dick Jones and Pat Buttram. John English directed the screenplay by Dwight Cummins and Dorothy Yost. The Gene Autry production was produced by Armand Schaefer.

'Strawberry Roan,' Big Outdoor Film, Stars Autry in Color for First Time

"The Strawberry Roan," Gene Autry's newest production for Columbia, is coming to the Theatre and will open there on According to advance reports, movie fans can expect more of the same Autry brand of top-notch screen entertainment which has made him America's favorite singing cowboy.

An added attraction is the fact that "The Strawberry Roan" has been filmed in outdoor Cinecolor (Autry's first picture in color). The entire cast and crew of one hundred were flown to Sedona, Arizona, and the picture's six location sites were selected from the most visually-exciting spots in nearby Coconino National Forest.

Said to be the thrill-packed story of an outlaw stallion who becomes a legend of the West and of the man who fights gun-crazed posses to save his life, "The Strawberry Roan" also stars Autry's famous horse, Champion, in the title role.

Featured parts are taken by Gloria Henry, lovely screen newcomer who garnered critics' praise for her skillful performances in "Keeper of the Bees" and "Sport of Kings;" veteran actor Jack Holt, making one of his rare but welcome film appearances; youngster Dick Jones, "Henry Aldrich" of radio fame; and Pat Buttram, radio comedian recently featured on the Phil Harris-Alice Faye program.

Written by Dwight Cummins and Dorothy Yost, "The Strawberry Roan" tells the tale of a noble wild stallion, captured by ranch owner Walt Bailey's (Holt) cowboys and the attempts to gentle him. When Bailey's son Joe (Dick Jones) tries to ride him, the lad is thrown and badly hurt.

In racing away from Joe's enraged father the horse plunges down a steep cliff to probable death. But Autry finds the animal and nurses his wounds, hoping to bring him back to the crippled youngster who now has no will to live since he believes the roan dead.

Soon Bailey learns what Autry has done, accuses him of rustling and posts a reward for the capture of both the roan and his foreman. Connie (Gloria Henry), Bailey's daughter, and young Joe urge Autry to give up, but he refuses. He holds out against reward-hungry ranchers until Joe is able to ride the roan, and the stubborn Bailey acknowledges his mistakes.

Spotted throughout the film are five Western ballads which include "The Strawberry Roan," "When the White Roses Bloom in Red River Valley," "The Angel Song," "Can't Shake the Sands of Texas from My Shoes" and "Texas Sandman."

John English, who handled the reins on Autry's "The Last Round-Up," also directed this adventure yarn. Armand Schaefer produced the Gene Autry production.

(Closing Notice)

'Strawberry Roan' Ends Local Run

"The Strawberry Roan," Columbia's Gene Autry starrer now playing at the Theatre, will end its engagement there on The outdoor drama, filmed in Cinecolor, also stars Champion in the title role, and features Gloria Henry, Jack Holt, Dick Jones and Pat Buttram. The Gene Autry production was directed by John English and produced by Armand Schaefer. Dwight Cummins and Dorothy Yost wrote the screenplay.



Strawberry Roan Mat 2-E; Prod. Still No. 79

Life on a ranch comes to the screen in all its thrilling glory in Columbia's "The Strawberry Roan," in Cinecolor at the Theatre. Jack Holt, Gloria Henry, Gene Autry and Dick Jones are shown with Gene's horse, Champion. "The Strawberry Roan" marks Autry's first film in color.

(Review)

Autry and Champ Win New Glory in Color Hit

The wild horse country hurls Gene Autry his greatest challenge in Columbia's "The Strawberry Roan," which opened yesterday at the Theatre. More exciting than any man-hunt is the furious pursuit of an outlaw stallion, branded a killer, and the two-fisted cowboy who fights off a gun-crazed posse to win justice for the noble animal.

Photographed in magnificent Cinecolor against the breathtakingly-beautiful background of some of Arizona's choicest sites, "The Strawberry Roan" combines thrill-filled action with a tender story of loyalty, includes several lilting Western ballads which have been deftly fitted into the plot and just a hint of romance to satisfy the women in the audience.

Starring with his master and even stealing a few scenes is the famous sorrel, Champion. He turns in a fine acting job as the wild animal who finally is broken by Autry.

Featured prominently in the story are Gloria Henry, Jack Holt, Dick Jones and Pat Buttram.

Miss Henry, one of the newer faces on the Hollywood scene, reveals a warmth and ease before the cameras which many of our more seasoned actresses could well afford to copy. In "The Strawberry Roan," she portrays ranch owner Jack Holt's daughter who sides with foreman Autry when her own father wants to shoot the stallion after he has thrown youngster Dick Jones. Holt also comes through with a skillful character delineation. Pat Buttram plays the ranch tenderfoot, not too bright but willing to learn.

The Dwight Cummins-Dorothy Yost screenplay tells of Autry allowing the roan to escape. It then reveals Gene in a hideaway trying to gentle the animal so that he can present him to Dick who was badly crippled when he was thrown. Holt declares Autry and the horse both outlaws and posts a reward for their capture.

After a full quota of action-packed sequences with several suspenseful moments as the two "outlaws" elude trigger-happy posses, Autry convinces Holt of the latter's mistake, and there is a new understanding between

the two men.

The five songs which Autry warbles in the film are "The Strawberry Roan," "When the White Roses Bloom in Red River Valley," "The Angel Song," "Can't Shake the Sands of Texas from My Shoes" and "Texas Sandman."

John English directed the Gene Autry production. Armand Schaefer was the producer.

(Holdover Notice)

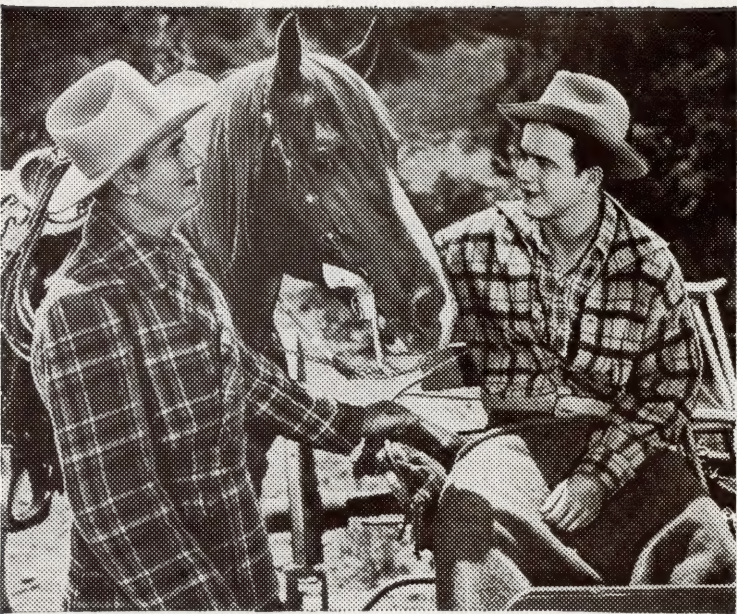
'Strawberry Roan' Stays Another Week

Because of the enthusiastic reception given by movie-goers to Columbia's "The Strawberry Roan," starring Gene Autry and now playing at the Theatre, the management has extended the film's engagement until Autry's famous horse, Champion, is also starred, in the title role of this thrilling Cinecolor outdoor drama of a wild stallion who becomes a legend of the West. Featured parts are taken by Gloria Henry, Jack Holt, Dick Jones and Pat Buttram.



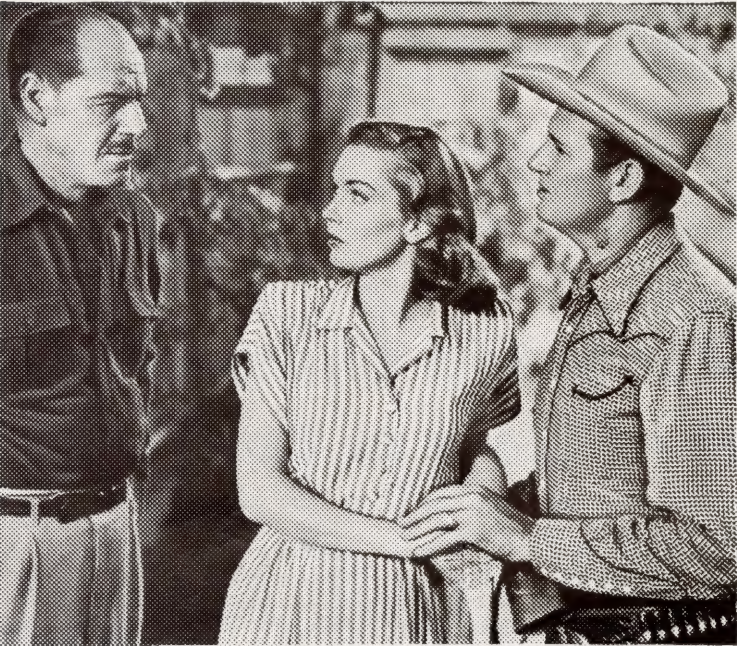
Strawberry Roan Mat 1-E

Gene Autry and Gloria Henry are to be seen at the Theatre in Columbia's "The Strawberry Roan," exciting new film in Cinecolor.



Strawberry Roan Mat 2-A; Prod. Still No. 18

Pals of the range. Gene Autry, Dick Jones and Champion are central figures in Columbia's "The Strawberry Roan" at the Theatre. The Cinecolor film has Gloria Henry, Jack Holt and Pat Buttram in its cast.



Strawberry Roan Mat 2-C; Prod. Still No. 101

Fatherly disapproval is expressed by Jack Holt when daughter Gloria Henry falls hard for Gene Autry in Columbia's "The Strawberry Roan" at the Theatre. Of course, Autry's horse, Champion, is also in the Cinecolor thriller, seen as the strawberry roan of the title.

Radio Pays Off

Gloria Henry, former radio announcer and fashion commentator, who recently was seen in "Keeper of the Bees" and "Bulldog Drummond Strikes Back," has the romantic lead opposite Gene Autry in Columbia's Cinecolor "The Strawberry Roan," now at the Theatre.

Autry in Color

Gene Autry's independent production, "The Strawberry Roan," now at the Theatre, is the singing cowboy's first color picture in his thirteen-year-old career. Released through Columbia, "The Strawberry Roan" was filmed in beautiful Cinecolor.

CAST AND STAFF

Gene Autry	Himself	Steve	Eddy Waller
Connie Bailey	Gloria Henry	Andy	Redd Harper
Walt Bailey	Jack Holt	Pete Lucas	Jack Ingram
Joe Bailey	Dick Jones	Jake	Eddie Parker
Hank	Pat Buttram	Smitty	Ted Mapes
Chuck	Rufe Davis	Dr. Nelson	Sam Flint
Bud Williams	John McGuire		

Screenplay by Dwight Cummins, Dorothy Yost; Story by Julian Zimet; Directed by John English; Assistant Director, Earl Bellamy; Director of Photography, Fred H. Jackman, A.S.C.; Art Director, Harold MacArthur; Film Editor, Henry Batista; Cinecolor Supervisor, Gar Gilbert; Set Decorations, George Montgomery; Musical Supervisor, Paul Mertz; Musical Director, Mischa Bakaleinikoff; Sound Engineer, Lambert Day; Produced by Armand Schaefer. A Gene Autry Production. A COLUMBIA PICTURE.

STORY

(Not for Publication)

When the cowboys of Bar-B ranch capture a magnificent roan stallion (Champion), Joe Bailey (Dick Jones), the owner's son, asks his father (Jack Holt) to let him keep the wild horse for his own. The boy is promptly thrown, possibly crippled for life, and Bailey orders the animal killed. Bailey's foreman, Gene Autry (himself), aided by the ranch owner's daughter, Connie (Gloria Henry), allows the roan to escape. But the horse is cornered on a high cliff—from which he leaps rather than be captured again.

Riding to the foot of the cliff, Autry locates the badly injured horse, and dresses his wounds. Back at the Bar-B, he learns that young Joe is confined to a wheelchair, with no will to live because he believes that the stallion is dead. Autry makes frequent trips to the valley to nurse the horse back to health, planning to gentle the animal so that Joe can ride him. One day, Connie's mare, Sweetheart runs away and comes to the hideaway. Bailey, furious, charges his foreman with rustling. A reward for him and the roan is posted by the sheriff. The cowboy refuses to turn in the horse until he is broken; besides, Sweetheart is with foal by the stallion.

Chased by wolves, Sweetheart jumps into an icy lake and becomes sick. Autry is discovered when he goes to the ranch for medicine, and Bailey organizes a posse to go after him. Connie and Joe urge him to give himself up, since the mare's colt has been born, and the stallion is now broken. But Autry refuses, gives the stallion to Joe and walks away. Just then Bailey and the posse sight the horse, and thinking the figure on him is Autry, Bailey fires his rifle. Joe falls from the saddle! But Joe has only been slightly wounded. Bailey acknowledges that he has been a stubborn fool and asks Autry to come back to work for him. Joe gives the stallion back to Gene, saying that he'll take the colt. So Bailey and son are reunited, and Gene, Connie and the stallion form an inseparable threesome.

(Feature)

Horses Are Coming Into Their Own On Screen at Last

Until a short time ago, dogs were the most consistently popular animals in the movies. Not only were they used as pets for the leading players, but entire stories were written for them with human actors and actresses playing roles of secondary importance in the films.

But now another four-footed creature is taking the spotlight away from his smaller brother. In Columbia's "The Strawberry Roan," the current attraction at the Theatre, Champion, a magnificent stallion, gets second star billing under his master, Gene Autry, but all the action revolves around him!

Other recent pictures in which horses and man's love for this intelligent animal highlighted the plot include "Red Stallion," the heart-warming and poignant story of a boy's devotion to his horse; "Black Gold," thrill-filled yarn of a Kentucky Derby winner; "My Brother Talks to Horses," with Butch Jenkins and Peter Lawford. Then, of course, movie fans will remember "Flicka," "Thunderhead, Son of Flicka," "National Velvet," "Stallion Road" and Columbia's "King of the Wild Horses."

"The Strawberry Roan" was filmed in the vibrant hues of Cinecolor against the background of the Coconino National Forest in Arizona, and features Gloria Henry, Jack Holt, Dick Jones and Pat Buttram.

But it is the beautiful roan, Champion, in the title role, who takes the play and audience interest away from the human actors in the picture. He portrays a wild outlaw stallion (and really does a fine job of acting) who becomes a legend of the West. Branded a killer when he throws a youngster trying to "break" him, the roan makes his escape but is cornered atop a high cliff. Rather than be captured again, he plunges into the depths below! Autry finds the injured animal and nurses him back to health. This one act of kindness binds the two together, enabling Autry to gentle him.

Some of the wild horse sequences, the furious chase scenes and the taming of the roan are among the most exciting ever filmed for motion picture audiences.

John English directed the Dwight Cummins-Dorothy Yost screenplay for producer Armand Schaefer.

(Advance Reader)

Autry Rides Again In 'Strawberry Roan'

Gene Autry's newest screen adventure, "The Strawberry Roan," is coming to the Theatre on Filmed in Cinecolor, the Columbia picture tells the story of a magnificent wild stallion and a man who fights a gun-crazed posse to save his life.

The singing cowboy's famous horse, Champion, plays the title role and is starred along with his master. Gloria Henry, Jack Holt, Dick Jones and Pat Buttram are importantly featured.

Autry warbles five prairie ballads in the film; "The Strawberry Roan," "When the White Roses Bloom in Red River Valley," "The Angel Song," "Can't Shake the Sands of Texas from My Shoes" and "Texas Sandman."

Dwight Cummins and Dorothy Yost wrote the screenplay which was directed by John English. The Gene Autry production was produced by Armand Schaefer.

(Feature)

Scenic Authenticity Demanded by Autry

As far as Gene Autry is concerned, Arizona is Hollywood's back lot.

In movie parlance, the back lot is that portion of a movie studio occupied by permanent sets such as city streets, medieval castles, Western towns, lakes, and even ships—or parts thereof.

When producers don't care to shoulder the expense or trouble of transporting 100 or 200 members of their cast and crew to a distant location called for in the script, they merely move onto the back lot and start shooting. Or go out to the San Fernando Valley.

But not Gene Autry, whose current picture, Columbia's Cinecolored "The Strawberry Roan," is now playing at the Theatre. Autry's horse, Champion, is starred along with the singing cowboy, and Gloria Henry, Jack Holt, Dick Jones and Pat Buttram are featured.

Gene doesn't believe in back lot shooting. And he says that so many Westerns have been made in the rocky hills bordering the northwest end of the San Fernando Valley that the kids in Keokuk, Kankakee and Kalamazoo know every rock in the area. And they don't hesitate to say so—right in the middle of a picture.

In view of this, plus the fact that there is still no perfect substitute for the real thing, Autry insists on his pictures being

filmed in the locale indicated in the scripts.

Of course, Autry is fortunate in that being a cowboy star he is reasonably certain that his screenplays will not place him in Afghanistan, Hindustan or Pakistan—or some other equally distant spot.

The two stories from which he has made pictures so far this year, "The Last Round-Up" and "The Strawberry Roan," have suggested Arizona backgrounds—so Autry has filmed them in Arizona.

He has brought Arizona within four hours of Columbia studios by chartering a fleet of DC4's and flying his entire company to location sites at Tucson and Flagstaff, 550 miles away. They leave Hollywood in the mornings and start shooting after lunch.

Since his pictures are filmed 99% outdoors, when he returns to Hollywood they are 99% completed.

Autry likes that way of making pictures.

Besides that, he likes Arizona, especially Tucson. It's primarily a cow town; it's saturated with good old Western atmosphere. They speak Autry's language there and accept him as a man rather than a movie star.

Autry says that as far as he's concerned, his writers can continue to write about Arizona. As a studio back lot, it's tops, he claims.



Strawberry Roan Mat 2-F; Prod. Still No. 66

Gene Autry sings five swell song hits in Columbia's "The Strawberry Roan," currently at the Theatre. Gloria Henry is the beautiful cowgirl in the Cinecolor story of an outlaw stallion that was branded a killer.



Strawberry Roan Mat 2-B; Prod. Still No. 67

Famous Western team. Gene Autry and his horse, Champion, are starred in Columbia's "The Strawberry Roan," currently at the Theatre. The Cinecolor action hit features Gloria Henry, Jack Holt, Dick Jones and Pat Buttram. John English directed for producer Armand Schaefer.



Strawberry Roan Mat I-A;
Still Gene Autry No. 2

GENE AUTRY

Also available in 1/2-column size.
Order Mat No. 1/2-A.



Strawberry Roan Mat I-G;
Prod. Still No. 141

GLORIA HENRY



Strawberry Roan Mat I-F;
Prod. Still No. 57

CHAMPION

Flying Cowboy

Gene Autry, currently starring in Columbia's Cinecolored outdoor drama, "The Strawberry Roan" at the Theatre, should be known as "The Flying Cowboy" as well as "The Singing Cowboy." In the past year, he has logged 864 flying hours, an average of 72 hours a month, as compared with commercial airline pilots who are not allowed more than 1020 yearly hours or 85 a month.

(Feature)

Gloria Henry Looks Cute, Feels Silly When Riding Horse

Gloria Henry never could feel completely at ease with horses, so, of course, they put her in a picture with thirty-five of them. "It's not exactly fun," said Gloria, "but it's educational."

The New Orleans girl, who landed a Columbia Pictures' contract last year via radio dramatics, was referring to her current movie chore, "The Strawberry Roan," starring Gene Autry and now playing at the Theatre.

Being leading lady to a top star such as Autry is a nice break for a newcomer, and don't think that Gloria, a smart gal, doesn't appreciate it—but those horses!

"I was on a horse just once in my life," she explained, "and he threw me—right in a mud puddle. From then on, horses were on my black list. I wouldn't even go to the races."

Miss Henry got along very well without horses, too. She went into radio, then into reporting, little theatre work and back to radio. Then, boom! Columbia snatched her and gave her the feminine lead in her first three pictures. The studio picked up her option and then gave her the part of the cattle rancher's daughter in "The Strawberry Roan," a Western musical involving Gene Autry, his famous sorrel, Champion, and thirty-four other horses.

"It was a serious moment," said Gloria. "I couldn't say no, and I didn't want to say yes. So I went to Mr. Autry and told him my problem." She sighed.

"He was cute. He told me that I could ride Champion, and that he would see to it personally that Champ would be very gentle and patient with me.

"Finally Mr. Autry made me get on the horse, and off we went up the road, with Gene walking beside us. We passed three mud puddles, and I didn't land in one of them. That was when I began to relax.

"From then on, I did all right. Now, I can even gallop with Champion. But—" she hesitated—"I still don't trust horses, and I don't think Champ cares much for me. He only puts up with me because he's such a gentleman."

Gene Autry Town

America's favorite singing cowboy star, Gene Autry, currently starring in Columbia's "The Strawberry Roan," Cinecolor action drama at the Theatre, is the only Hollywood actor to have an entire town named in his honor. The little town of "Gene Autry, Oklahoma" even has a post-office.

LOCAL ANGLES

Addison, Ala.—Birthplace of Pat Buttram.

Bakersfield, Cal.—Gloria Henry did radio work over station KPMC.

Fort Reno, Okla.—Jack Holt spent three years in special army branch here, training horses for war duty.

New Orleans, La.—Gloria Henry's birthplace.

Ravia, Okla.—Gene Autry spent childhood here.

Sapulpa, Okla.—Gene Autry worked as telegraph operator in town's railroad station.

Snyder, Tex.—Dick Jones' birthplace.

Tioga, Tex.—Gene Autry's birthplace.

Winchester, Va.—Jack Holt born here.

(Feature)

Today's Stars Smarter, Says Famous Jack Holt

Movie stars of today are not as glamorous as the stars of yesterday, contends Jack Holt—a man who should know.

"But they're smarter," he adds.

Mr. Holt, who was one of the screen's most handsome and virile heroes 20 years ago and is currently playing a lead in Columbia's Gene Autry starrer, "The Strawberry Roan," Cinecolored outdoor drama at the Theatre, hastens to explain, of course, that there are many exceptions to his comparison.

"But the movie world of 20 years ago was more vivid, exciting and wacky," he contends. "It reflected the tempo and spirit of those giddy days.

"Male stars raced up and down Hollywood Boulevard in Dusenbergs, Isotta-Fraschinis and Mercedes; feminine stars paraded in shiny black town cars a mile long, driven by haughty chauffeurs in elegant livery.

"Now, the film celebrities drive cars fresh off a Detroit assembly line. And they are too smart to risk their valuable necks speeding. I remember," says Holt, "when Tom Mix was seen everywhere in a pure white car with his name printed on the sides. He had 'Tom Mix' spelled out in lights over the

gateway to his home, and the clothes he wore made working cowboys blush.

"Today's top Western star, Gene Autry, has four cars, but they're of standard make and color. Although he wears Western suits at all times, they're made by a swank Beverly Hills tailor and are ultra-conservative in cut and color.

"In the old days," Holt reminisces, "stars gave in more to their exhibitionistic tendencies. They played in public, fought in public and sometimes loved in public—and they did all three colorfully. Whether discreet or not, it certainly was glamor-making.

"Nowadays, it seems that most stars are more conservative about their private lives than business people. They work hard, stay at home nights and save their money."

Paradoxically, however, Jack Holt has always been an interesting person to the public—and even a bit glamorous—and look at these quotes from fan magazines of "the old days."

Nina Wilcox Putnam wrote: "Off the screen he (Holt) has, so far as Hollywood knows, no existence whatsoever." Harriet Parsons wrote: "Whoever does this guy think he is—Garbo with a mustache?"

(Reader)

Action Star Holt Gets Plenty of It

Typical of the excitement that's always a part of the Hollywood scene is the way veteran character actor Jack Holt received an important role in Columbia's Gene Autry starrer, "The Strawberry Roan," Cinecolored Western drama now playing at the Theatre.

In the middle of the night, while Holt was on his way to El Paso, Texas, to judge a horse show, the train's porter delivered a telegram asking him to return to Hollywood immediately. He got off at Niland, a whistle stop in the middle of the desert, and had the next west-bound train flagged down. It was full, and Holt might have been out of luck if the conductor hadn't been a fan of his from 'way back and let the actor sit in the men's lounge!

He arrived at the studio just in time for wardrobe fittings before flying out with the Autry company for Sedona, Arizona, where the picture was to be filmed.

(Reader)

Autry Saves Day When Horse Bolts

During the filming at Sedona, Arizona, of Columbia's Gene Autry starrer, "The Strawberry Roan," now playing at the Theatre, several hundred spectators saw the movie cowboy suddenly prove himself a real cowboy, and a good one, to boot.

It happened when a high-spirited mare, unused to movie work, bolted from in front of the camera and took off for the hills.

Autry and three local wranglers who work in the picture jumped on their horses and gave chase. Autry's famous sorrel, Champion, quickly gained on the mare, and Autry made a perfect 20-foot throw with his lariat to stop the runaway.

The cowboy star was relieved and delighted with the result.

"That would have been a heck of a spot to have failed in," he said.

(Reader)

Jack Holt Advises Autry on Horse Care

Although Gene Autry, star of Columbia's Cinecolored "The Strawberry Roan," at the Theatre, is an authority on horses, he always went to another member of the cast for final advice on any question regarding the thirty-five horses used in the picture.

That person was veteran actor Jack Holt, recognized judge of equines, who spent four years during the war in the U. S. Army Remount, a specialized branch of the service which trained horses for war work.

Holt was last seen on the screen in a featured role of "They Were Expendable."

30 Autry Horses

Gene Autry used thirty of his own horses in "The Strawberry Roan," thrilling outdoor drama in Cinecolor now playing at the Theatre. The animals were trucked over from Autry's ranch to the film's location site near Sedona, Arizona and were called on for exciting wild horse sequences.

Humane Society Praises Autry

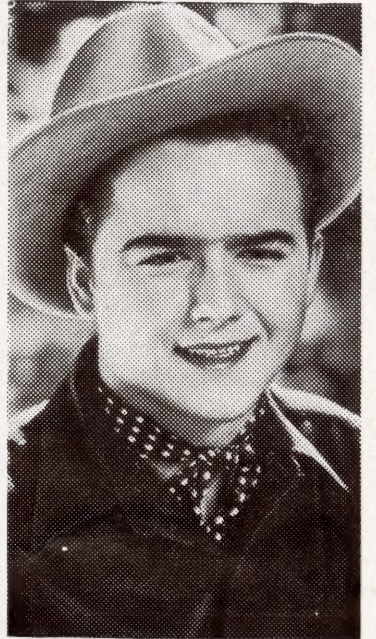
A letter recently received by the Gene Autry Producing Company made the cowboy star one of the proudest men in Hollywood. The note came to the famous Westerner right after he had completed work in Columbia's "The Strawberry Roan," his first color film, and it was sent by The American Humane Association.

Autry has always valued all animals very highly and never has permitted any horse to suffer an indignity in his films. Hence, his extreme pleasure at the letter which termed the picture, currently on view at the Theatre, "far above the average" and then went on to give "The Strawberry Roan" the society's complete endorsement and approval.



Strawberry Roan Mat I-D;
Prod. Still No. 89

JACK HOLT



Strawberry Roan Mat I-C;
Prod. Still No. 82

DICK JONES



Strawberry Roan Mat I-B;
Prod. Still No. 74

PAT BUTTRAM

(Reader)

Autry Sings Five Songs in New Film

A "must" in every Gene Autry film is a generous number of songs by America's favorite singing cowboy. In his latest, Columbia's "The Strawberry Roan" a mighty outdoor drama filmed in Cinecolor and now playing at the Theatre, Autry warbles five prairie ballads.

They include "The Strawberry Roan," "When the White Roses Bloom in Red River Valley," "The Angel Song," "Can't Shake the Sands of Texas from My Shoes" and "Texas Sandman."

Autry's famous stallion, Champion, also stars in the picture, with featured roles taken by Gloria Henry, Jack Holt, Dick Jones and Pat Buttram.

Gene Autry Jeans

An extensive advertising and promotion campaign is possible in conjunction with department and other stores selling Gene Autry Jeans, a Western-type blue jean for boys and girls, men and women. J. M. Wood Manufacturing Co., of Texas, makers of the Gene Autry Jeans, has prepared window display material, dealer ad mats and other promotional material. For full details, and the names of local dealers, write direct to:

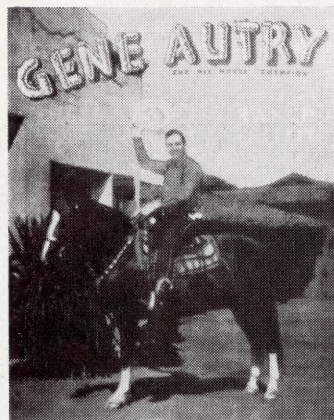
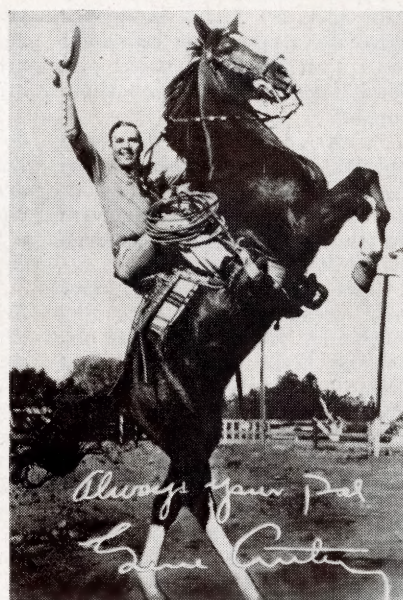
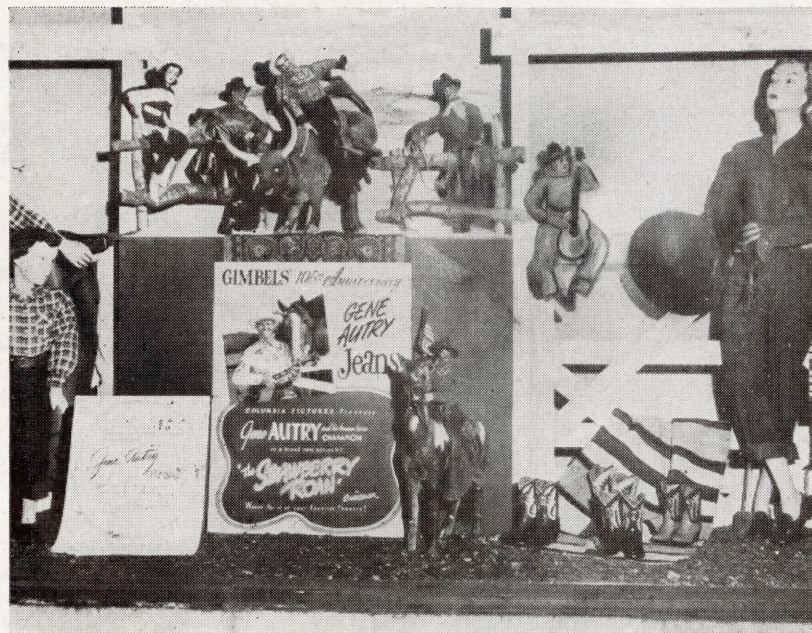
Mrs. Annabel Hoyt, J. M. Wood Manufacturing Co., Inc.
502 Wholesale Merchants Building, Dallas, Texas



This Gene Autry Jeans window (above, right), with its credits for Columbia's new Gene Autry film in Cinecolor, "The Strawberry Roan," was set up by Gimbel's Department Store in New York City, in conjunction with that store's 105th Anniversary Sale. Similar windows, making use of Gene Autry Jeans, stills from the picture, Western paraphernalia and dude ranch fashions, can be arranged.

The 2½' x 4' full-color cutout shown at left is a display for window and interior department use. Arrange with cooperating merchants to obtain these cutouts well in advance of your playdate from the J. M. Wood Manufacturing Co. Place full credits, and stills from the picture, close to the display.

Shown at right is the 4½" x 6" full-color autographed photo giveaway, and one of several various-sized dealer ad mats available to dealers handling Gene Autry Jeans. Mats range from the 4" x 6" size at far right to full newspaper page size. See to it that your picture and theatre credits appear prominently in all newspaper advertising.



Cowboy Suits

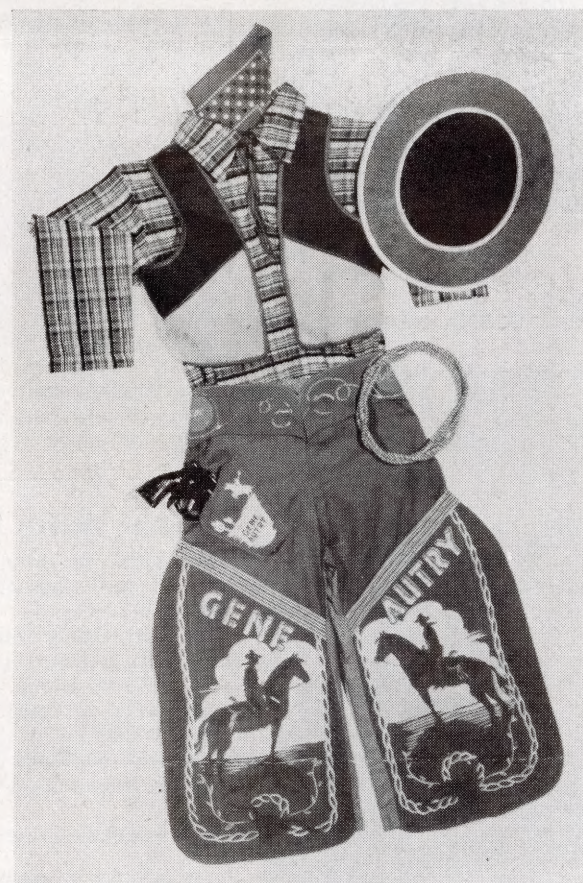
The M. A. Henry Co., Inc., manufactures various Gene Autry items—cowboy suits, leather goods and toy holsters—which are sold in thousands of stores throughout the country. These items are excellent for contest prizes and other promotions and dealers should be contacted for special window displays and newspaper co-op ads. Check your local stores on these items. If you cannot find out who sells them in your city write to:

Mr. M. C. Sussman
Sales Manager, M. A. Henry Co., Inc.
1107 Broadway, New York 10, N. Y.



Shown (above left) is the colorful, box cover of the Gene Autry Cowboy Suit. These boxes and their contents make ideal window displays. The de luxe Gene Autry Double Gun and Holster set (bottom left) is just one of several gun and holster sets—single or double—available in this tie-up. Guns are of various styles with pearl or metal handles. Holsters also differ in design.

The Gene Autry Cowboy Suit (right) comes in three sizes—small, medium and large. Complete outfit includes a boy's cowboy suit, hat, bandanna, lariat, gun.



Tie-Up Stills

Tie-up stills from the Cinecolor film, "The Strawberry Roan," should be used as extensively as possible in window displays and in newspaper publicity. The multi-purpose stills shown here are:

Prod. Still No. 5—Western wear, travel agencies, leather goods, pet shops, riding academies.

Prod. Still No. 66—Music stores, travel agencies, Western wear.

Prod. Still No. 42—Women's wear, travel agencies.



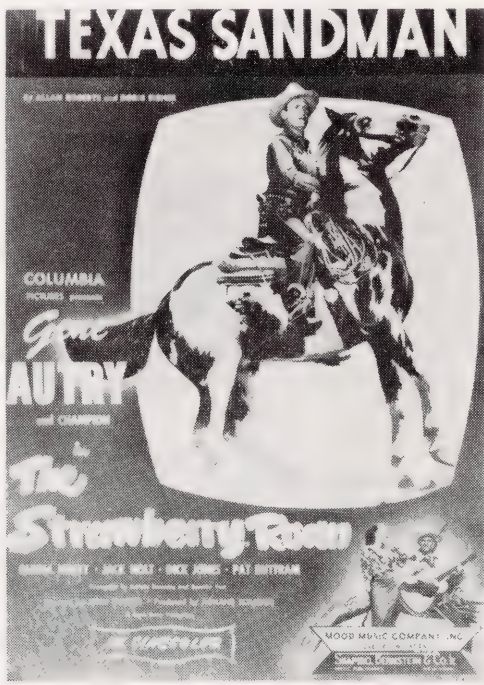
Prod. Still No. 5



Prod. Still No. 66



Prod. Still No. 42



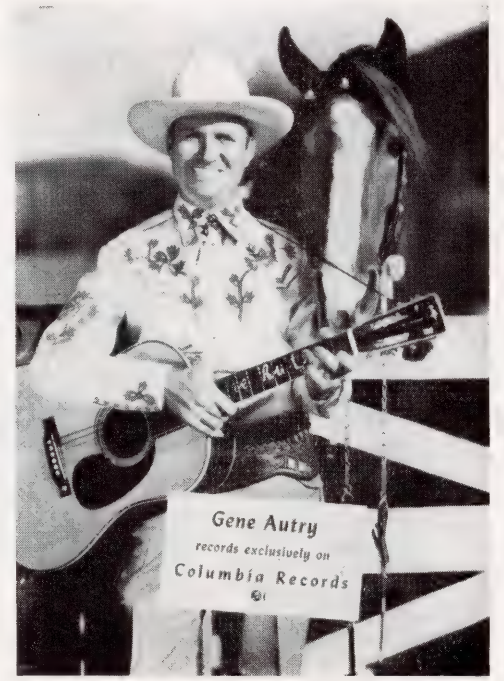
Sell These Songs!

A new song hit ("Texas Sandman") and four other Autry favorites make "The Strawberry Roan" a great picture for musical exploitation. Here are the songs—sell them BIG!

"Texas Sandman" • "The Strawberry Roan" • "When the White Roses Bloom in the Red River Valley" • "Angel Song" • "Can't Shake the Sands of Texas From My Shoes."

JUKE BOXES

Gene Autry songs are juke box favorites. Ask local juke box operators to feature Gene Autry recordings in their machines, and post stickers and title strips linking the discs with your playdate.



'TEXAS SANDMAN'

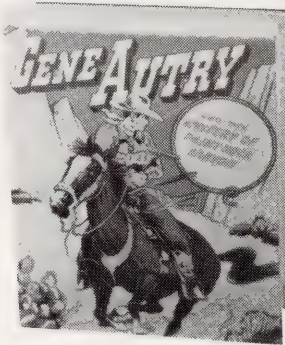
"Texas Sandman," the new song written especially for "The Strawberry Roan," has been published by Mood Music, 1270 Avenue of the Americas, New York City, (see above left). Arrange window and counter displays in local music shops, and present copies of "Texas Sandman" to radio, night club and restaurant entertainers. Be sure of credits. "Texas Sandman" has been recorded by balladeer Johnny Lee Wills on Decca Record No. 46054. Contact your local Decca distributor now for cooperation in setting window and counter displays in local music stores.

AUTRY RECORDS

Gene Autry's records are released exclusively by Columbia Records. The Columbia distributors are ready to cooperate with you in boosting Gene's platters and your engagement of "The Strawberry Roan." See your local distributor as soon as your playdate is set, and make arrangements to snipe your credits on Columbia Records' Gene Autry promotion material in all record shops in town. (In addition to the 17" x 22" easel-backed, full-color poster shown above right, Columbia Records also has 21" x 7" streamers and 12 3/4" cardboard discs.)

LITTLE BOOKS

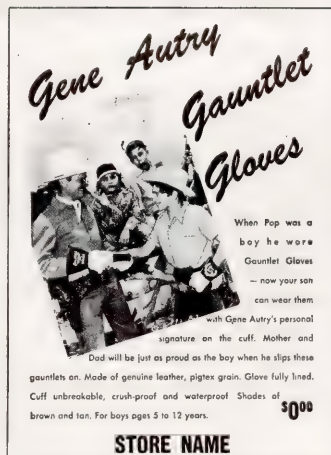
Gene Autry "Little Books" are sold at 10 cents each on newsstands and in candy and variety stores throughout the country. The books are published by:



The Whitman Publishing Co.
Racine, Wisconsin

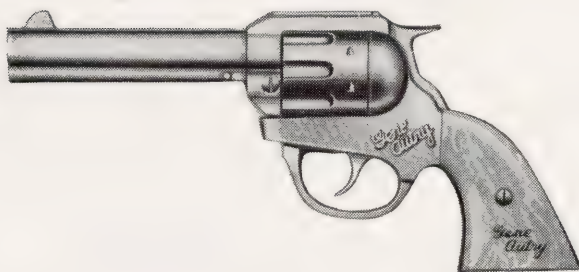
GAUNTLET GLOVES

Boys' gloves, gauntleted in Western style, are manufactured under the Gene Autry name. The manufacturers have dealer aids, including a 9 1/2" x 12" easel-backed counter and window display, and a 4" x 6" ad mat (shown here). For full information, write direct to:



Nolan Glove Company
425 Fourth Avenue, New York, N.Y.

CAP PISTOLS



The Gene Autry Cap Pistol, manufactured by the Kenton Hardware Co., Kenton, Ohio, is sold through chain stores throughout the country. Ideal as premiums or contest prizes, these toy weapons can be obtained in quantity through local wholesalers. For full information, write direct to:

Mr. W. R. Bixler
Kenton Hardware Co.
Kenton, Ohio

AUTRY LICENSEES

Gene Autry has permitted the use of his name by manufacturers other than those whose products are described elsewhere on these pages. For full details, write to these firms:

Sweat Shirts:

Mr. J. T. Flagg, Gardiner-Warring Co.,
Florence, Ala.

Boys' Belts:

M. Slifka and Sons, Inc., 275 Seventh Ave.,
New York, N. Y.

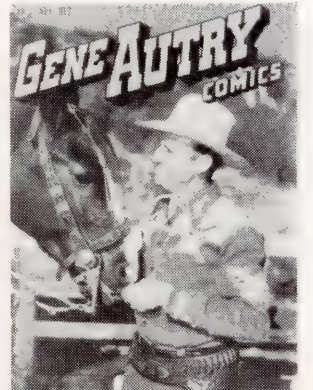
Wood Pop-Type Rifles:

West Hollywood Craft Shop, 9017 Santa
Monica Blvd., Hollywood 46, Calif.

AUTRY COMICS

Gene Autry Comics is a magazine issued monthly and sold on newsstands and in candy and variety stores.

Dell Publishing Co., 149 Madison Ave., N. Y., publishes it.

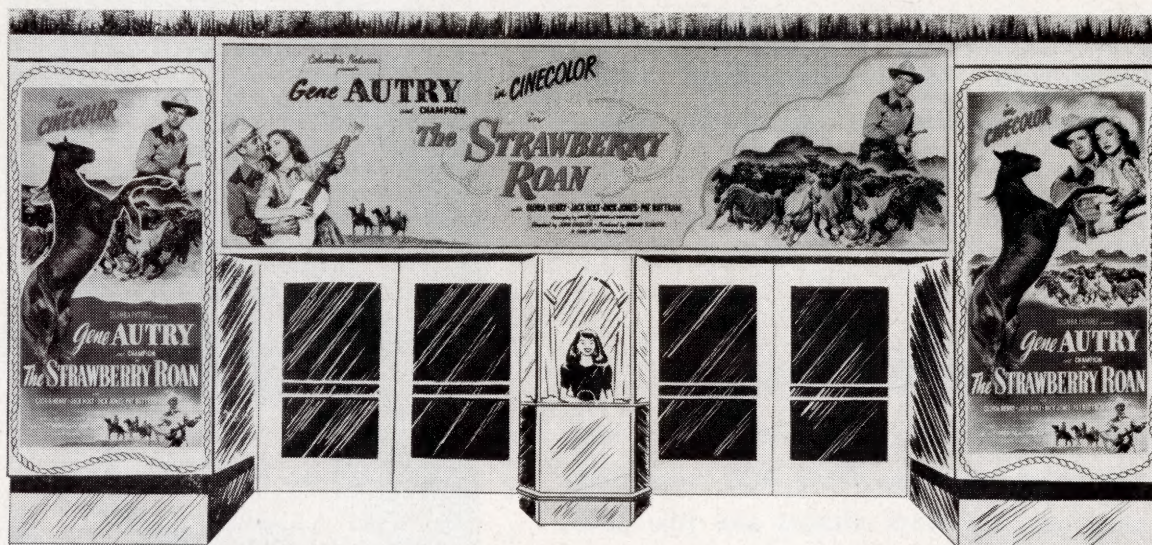


TOY STORES



Toy stores should be especially interested in window and counter displays tying in their Western toys and paraphernalia with your playdate of "The Strawberry Roan." Shown above is part of a F. W. Woolworth's window on Broadway in New York City, pre-selling Gene Autry's first Cinecolor film, "The Strawberry Roan."

Front Sells All Angles!



Turn passersby into ticket-buyers by using an eye-catching front like the one shown here. The front is designed entirely from "The Strawberry Roan" poster paper, and is inexpensive and easy to make. The overhead board is made from units of the six-sheet, cut apart and rearranged as illustrated. The right-hand three-sheet panel contains the three-sheet "as is." The left hand three-sheet panel comprises the credits, the words: "in CINECOLOR," and the rearing horse from the three-sheet, superimposed over the Gene Autry and stampede scene from the six-sheet. The rope effect swirled around the title of the overhead board can be achieved with real lariat-type rope tacked to the display, or it might be sign-shop painted. The two three-sheet panels can also be "framed" with rope, if desired.

WESTERN SONG NITE

Conduct a "Gene Autry Western Song Nite" in your theatre on opening night, or in a spot outside the theatre on the night before your "The Strawberry Roan" opening. Arrange for individuals and groups (quartets, etc.) to compete for promoted prizes, singing Western songs, with audience applause selecting the winners. As a finale, the audience can join in a Western songfest. Local merchants who supply the prizes can back up the contest with newspaper ads and window displays. You can plug the event with a special trailer, lobby boards and a tagline in your theatre ads. Try to have the "Song Nite" covered by newspaper photographers, and if possible, have it broadcast.

HORSE SHOES

Whip up interest in "The Strawberry Roan" among youngsters in your town by planning a "Champion Horse Shoe Matinee." Offer free admission to the first 25 children bringing horse shoes to the theatre on the afternoon you hold the event. Arrange to have the horse shoes checked during the performance and returned to their owners when they leave the theatre. Reserve a special supervised section for youngsters during the matinee.

ROCKING CONTEST

This rocking horse riding contest should rock your audience with gales of laughter and make them talk about "The Strawberry Roan." On opening day, place several rocking horses on your stage and ask patrons to come up and race across the stage. They can rock and push at the same time. If you can't arrange the contest on your stage, hold it in an outside spot night before opening. Get full credits.

4 STILL SETS

Available from National Screen Service for your engagement are these still sets:

PRODUCTION SET (25): Highlights from the picture for displays around your theatre.

NEWSPAPER SET (25): Star heads and scenes for planting with your editor.

COLORED SET (10): Colorful 8" x 10" stills to add color to your theatre displays.

ART STILL (1): An exciting still of stampeding horses you'll want for all-around use.

ADVANCE TRAILER

The color, the action and the great Autry songs in the trailer, should make your patrons anxiously await "The Strawberry Roan." Order the trailer direct from National Screen Service.

RADIO SPOTS

Plant these spots before and after musical, action and Western-type programs.

15 SECONDS

There's four-footed fury and two-fisted daring in Gene Autry's newest Columbia picture, "The Strawberry Roan!" It's greater than any manhunt . . . this furious chase of a wild stallion outlaw . . . branded a killer! It's Autry's first color picture! See Gene Autry and Champion in Cinecolored "The Strawberry Roan," at the State Theatre starting Friday.

15 SECONDS

It's a great horse story! . . . a great heart story! It's the screen's mightiest drama of a stallion outlaw . . . and a man who defied a gun-crazed posse for the life of a horse! It's Gene Autry and his famous horse, Champion, in Columbia's "The Strawberry Roan," in great outdoor Cinecolor! See "The Strawberry Roan" at the State starting Friday!

30 SECONDS

The wild horse country hurls its greatest challenge at Gene Autry in "The Strawberry Roan," the screen's mightiest drama of a stallion outlaw! And it's Autry's first color picture! See Gene Autry fight a gun-crazed posse to win justice for a great horse . . . because a kid's life . . . and a girl's happiness depend on him! Hear Gene Autry sing five great Western song hits! See "The Strawberry Roan" in great outdoor Cinecolor . . . and you'll find out why horses, like people, need lots of lovin'. See Gene Autry and his famous horse, Champion, in Columbia Pictures' "The Strawberry Roan," in Cinecolor, at the State Theatre Friday.

30 SECONDS

A man and a horse are both branded outlaws . . . as a magnificent stallion becomes a legend of the West! It's Gene Autry and his famous horse, Champion, in Columbia Pictures' "The Strawberry Roan!" See Gene Autry tame a wild stallion outlaw . . . and a fearless girl in "The Strawberry Roan!" Hear Gene Autry sing five great Western song hits . . . as only Autry can sing them! See "The Strawberry Roan!" It's Autry's first color picture! It's a great horse story! It's a great heart story! And it's in great outdoor Cinecolor! See Gene Autry and Champion in Columbia's "The Strawberry Roan," in Cinecolor, at the State Theatre starting Friday.

AIR THE RECORDS

Get some extra plugs for "The Strawberry Roan" by getting the program directors of local radio stations to include Gene Autry platters—and your credits—on their recorded shows. If your town's radio stations do not have Autry discs in their libraries, try to promote them from local distributors who will benefit from the frequent plugs over the airwaves. Gene Autry records for Columbia Records, and a good stock of his recordings is usually available. See page 13 for further details.

Plug Color!

"The Strawberry Roan" is Gene Autry's first color picture, a Columbia picture in magnificent, outdoor Cinecolor. This fact should be extensively publicized, via special window tie-ups with merchandise in which color is a selling factor, colorful front and theatre displays, newspaper and radio publicity.

'Weigh' Strawberry Roan!

Illustrated below is an interest-arousing novelty that should prove of great value in your showmanship campaign for "The Strawberry Roan." The figure of the horse is composed entirely of digits which, when added, give the "weight" of the animal. Plan to use this attention-getting promotion in the following ways:

CONTEST

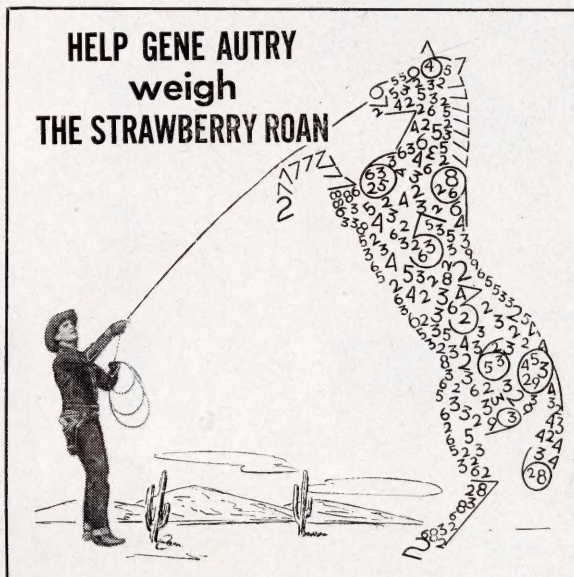
Plant the mat with instructions on a newspaper puzzle page. Offer tickets to winners. As a tie-breaker, ask for a 50-word essay beginning, "I want to see Gene Autry's first color picture, 'The Strawberry Roan,' because . . ."

THROWAWAY

Print up a quantity as throwaways, with credits and instructions. Note that the correct "weight" will be posted in your theatre on opening day.

(The "weight" of "The Strawberry Roan," the total found in adding up all digits, is 942.)

Order Mat 2-G (2 cols. x 3 7/8") from National Screen Service



HORSE QUIZ

Let your town know about "The Strawberry Roan" with this one-shot newspaper or radio quiz on horses. Run this contest several days before your playdate and offer guest tickets to the first 25 entrants to submit the correct answers. As a tie-breaker, have all entrants include a 35-word essay on "Why I'd Like to Own a Strawberry Roan." Here are the questions:

- 1—A horse of different color combinations, marked as though the lighter color was painted with a wide brush, is a (pinto).
- 2—The female of the horse species is called a (mare).
- 3—A horse having a decided shading of red in its coloring is called a (roan).
- 4—A young female horse is called a (filly).
- 5—A young male horse is known as a (colt).
- 6—A horse which has not yet been tamed is called a (bronco).
- 7—A horse kept for breeding purposes is known as a (stallion).
- 8—A small-sized horse is called a (pony).
- 9—One of the most famous horses in the world today is Gene Autry's horse (Champion).
- 10—The name of Gene Autry's latest Columbia picture, in Cinecolor, coming Friday to the State Theatre is ("The Strawberry Roan.")

COWBOY BALLY

Send a bally man, dressed in cowboy outfit, and mounted upon a horse, through the principal thoroughfares of town. Signs on the man's back and on the horse should read, "I'm Heading for the State Theatre to See Gene Autry in His First Cinecolor Film, Columbia's 'The Strawberry Roan'."

HORSE SHOE PITCHING

Stage "The Strawberry Roan" Horse Shoe Pitching Contest before your playdate. Publicize the affair extensively and award promoted prizes to winners.

Promote It With Pets!

Gene Autry's concern for Champion and his other animal pets is well known. Prod. Still No. 132, showing Autry with his dog Zorro, gives you a splendid opportunity to capitalize on three fine ideas.

NEWSPAPER CONTEST

Arrange for a newspaper to publish pictures of local youngsters and their pets, each day for five days. Use Prod. Still No. 132 to illustrate advance publicity stories. Award guest tickets to the owners of all published photographs.

PETS CONTEST

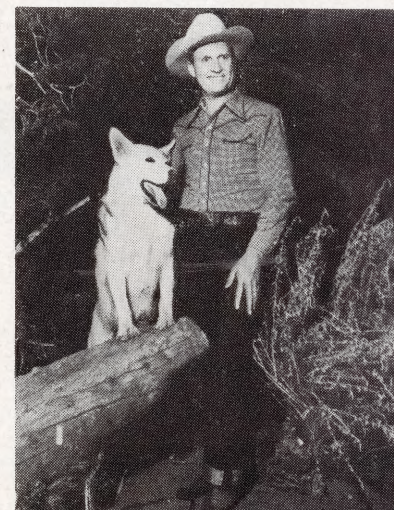
Stage a contest in which youngsters enter their pets to be judged for beauty, loyalty and intelligence. Owners of prize-winning pets, selected by a group of animal lovers, get promoted merchandise.

AUTRY TROPHY

Capitalize on Gene Autry's proven popularity among school children and teen-agers by awarding a Gene Autry trophy to the local youngster who has done most to better his school's athletic record. Arrange to have the presentation made upon your stage or in the school auditorium on opening day. Publicize your trophy award in the school newspaper, and on its bulletin boards as well as in your lobby. The winner should be selected by a board consisting of the various physical education teachers and the team coaches of the school. In your publicity and upon presentation of the award it should be made clear that the trophy was inspired by the appearance on your screen of that great champion of fair play, Gene Autry. Invite the press to cover the presentation.

FRIENDSHIP CLUBS

Many communities have Gene Autry Friendship Clubs composed of Autry fans who frequently participate in promotions and publicity. If there is no Autry Friendship Club in your community, arrange with two or three progressive adults to start one. Have them contact newspaper and radio stations for assistance and publicity.

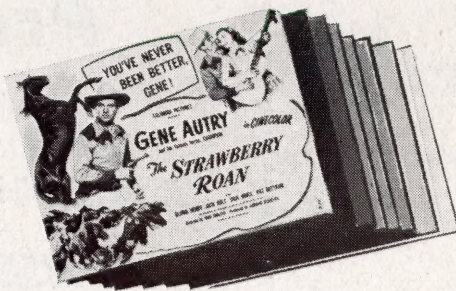


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PHOTOGRAPHIC STUDIOS

Interest a local photography studio in conducting a contest in which entrants write, in 50 words or less, an essay on "Why I Would Like a Picture of My Pet and Me." Via newspaper co-op ads and throwaways which stress "The Strawberry Roan" as inspiration for the contest, photo studios should announce an award of free portraits of the pets and their owners to the writers of the three most convincing letters. In return, credit the photo studio in your lobby.

POSTERS



LOBBIES



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